

**RESOLUTION BY COMMUNITY DEVELOPMENT/
HUMAN RESOURCES COMMITTEE**

04-*R*-1306

AUTHORIZING THE MAYOR TO ACCEPT THE DONATION OF NINE (9) SCOREBOARDS AS A CONTRIBUTION FOR USE AT EIGHT (8) CITY OF ATLANTA PARKS FROM THE BLUE CROSS BLUE SHIELD ASSOCIATION, A PRIVATE CORPORATION IN AN AMOUNT VALUED AT \$42,116.00 AND TO AUTHORIZE THE PLACEMENT OF BLUE CROSS BLUE SHIELD'S CORPORATE LOGO ON EACH DONATED SCOREBOARD AND HAVING A FREE STANDING SIGN PLACED AT CENTRAL PARK RECOGNIZING THE BLUE CROSS BLUE SHIELD ASSOCIATION AND TEN (10) OTHER COMPANIES/ORGANIZATIONS, ON BEHALF OF THE DEPARTMENT OF PARKS, RECREATION AND CULTURAL AFFAIRS: AND FOR OTHER PURPOSES.

Whereas, the Blue Cross Blue Shield Association, a private corporation desires to have a supportive relationship with the City of Atlanta by contributing nine (9) scoreboards at an amount valued at \$42,116.00, and a free standing sign to the City of Atlanta, Department of Parks, Recreation and Cultural Affairs to be placed in eight (8) City Parks; and

Whereas, the eight (8) City Parks have been identified as Anderson Park; Coan Park; Butler Park; Cleveland Park; Pittman Park; Langford Park; Zaban Park and Central Park; and

Whereas, a condition of the donation was to have Blue Cross Blue Shield's Corporate logo affixed to each donated scoreboard, as well as, having ten (10) other companies/organization names affixed to a free standing sign that will be placed only in Central Park, with those companies/organization names being identified as the National Football League Grassroots Program and the Local Initiatives Support Corporation; Atlanta Falcons; Hardin Construction; United Way of Metropolitan Atlanta; Cousins Properties; Hughes, Good, O'Leary, and Ryan; Jones, Lang, LaSalle; Central Atlanta Neighborhoods; City of Atlanta; and Historic District Development Corporation; and

Whereas, the Atlanta City Council is appreciative of the gesture by Blue Cross Blue Shield Association and is willing to grant Blue Cross Blue Shield Association authority to place its logo on each of the nine (9) donated scoreboards, as well as, allowing the Blue Cross Blue Shield Association and the above cited ten (10) companies/organizations to place their names on a free standing sign located only in Central Park.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF ATLANTA, GEORGIA, as follows:

Section 1: That the Mayor be and is hereby authorized on behalf of the City of Atlanta, Georgia to accept Blue Cross Blue Shield Association's donation of nine (9) scoreboards for use at eight (8) City Parks, Anderson Park; Coan Park; Butler Park; Cleveland Park; Pittman Park; Langford Park; Zaban Park and Central Park at an amount valued at

\$42,116.00, and a free standing sign in Central Park with the names of ten (10) companies/organizations affixed to said sign in the names of the National Football League Grassroots Program and the Local Initiatives Support Corporation; Atlanta Falcons; Hardin Construction; United Way of Metropolitan Atlanta; Cousins Properties; Hughes, Good, O'Leary, and Ryan; Jones, Lang, LaSalle; Central Atlanta Neighborhoods; City of Atlanta and Historic District Development Corporation.

Section 2: That in exchange for its donation, Blue Cross Blue Shield shall be permitted to place its corporate logo on each of the nine (9) donated scoreboards located in the eight (8) identified City Parks and the free standing sign in Central Park, along with the companies/organizations being able to affix their names to the free standing sign only in Central Park, as identified above in Section 1.



Rich Novack
General Manager
Special Accounts/Public Entities

June 30, 2004

Ms. Dianne Harnell Cohen, Commissioner
Department of Parks, Recreation and Cultural Affairs
City Hall East, 675 Ponce De Leon Ave., NE
Atlanta, GA 30308

Dear Ms. Cohen:

Blue Cross Blue Shield is desirous of donating to the City of Atlanta Department of Parks, Recreation and Cultural Affairs athletic program nine (9) scoreboards to be located at the following locations: Anderson Park; Coan Park; Butler Park; Cleveland Park; Pittman Park; Langford Park; Zaban Park and Central Park (2). The total value of this donation is \$42,116.00. Additionally, we request that 7 of the 9 donated scoreboards have affixed the "Blue Cross Blue Shield" logo and name only. The remaining two (2) scoreboards are to be located at Central Park. A free standing sign will be placed at Central Park recognizing Blue Cross Blue Shield and the following companies:

National Football League Grassroots Program and the Local Initiatives Support Corporation
Atlanta Falcons
Hardin Construction
United Way of Metropolitan Atlanta
Cousins Properties
Hughes, Good, O'Leary, and Ryan
Jones, Lang, LaSalle
Central Atlanta Neighborhoods
City of Atlanta
Historic District Development Corporation

We are indeed pleased to make this donation to the City of Atlanta to help make a difference in the quality of life for residents of these Atlanta communities.

If there are questions, please call me.

Sincerely,

A handwritten signature in black ink, appearing to read "R. Novack".

Rich Novack

3350 Peachtree Road, Atlanta, GA 30326 Telephone: 404.842.8163 Fax: 404.842.8451
E-Mail: rsnovack@bcbsga.com www.bcbsga.com
An Independent Licensee of the Blue Cross Blue Shield Association

Daktronics/Scoreboard

SALES & SERVICE

6820 Meadow Ridge Court
Alpharetta, Ga. 30005

Phone (678) 455-4757

Fax (678) 455-4741

QUOTATION

QUOTE 2617
DATE: 8-Mar-04

TO: Mr. Ken Johnson
City of Atlanta
Dept of Parks & Rec
675 Ponce De Leon Ave NE
8th Floor
Phone (404) 817-7989
Fax (404) 853-7699

VALID FOR: 90 Days
TERMS: 50% down/bal to ship
DAYS ARO: 6 - 8 Weeks
FOB: Destination
Taxable 7.00%

REFERENCE: Blue Cross Blue Shield Scoreboards

Scoreboard		Description	UNIT PRICE		Total
Qty.	Model				
1	Installation	Installation of Blue Cross Blue Shield SCBDs			
1		Turner Park Anderson Park (img)	2,656		2,656
1		Coan Park	2,777		2,777
1		Butler Park	2,293		2,293
1		Cleveland Park	2,915		2,915
1		Pittman Park	2,475		2,475
1		Langford Park	2,585		2,585
1		Zaban Park	2,255		2,255
Includes Material and labor to erect framing, install scoreboards, add breakers, conduit And setup, testing, and training.					
Owner to provide access to site					

WE LOOK FORWARD TO HELPING YOU!

NOTE-- This quote does not include:

Permits or related taxes

SUBTOTAL 17,956

SHIP/HAND.
TAX *

TOTAL PRICE 17,956

*SALES TAX: Buyer must provide a sales tax exemption certificate to claim the exemption.
Sales tax will be included in the final price if the sales tax exemption certificate is not available.

Robert Harrell

Robert Harrell

2617 Blue Cross.xls

Accepted By: _____

Date: _____

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CITY OF ATLANTA BOARD OF ETHICS
GIFT REPORT

PART ONE: IDENTIFYING INFORMATION

- (1) Name The Blue Cross Blue Shield Association
- (2) Address 3350 Peachtree Road
- (3) City Atlanta State GA. Zip 30326
- (4) Telephone Number 404-842-8163
- (5) City title or position Commissioner
- (6) City agency or department -Parks, Recreation and Cultural Affairs

PART TWO: GIFTS TO CITY

List any gift that you have accepted on behalf of the City of Atlanta for addition to the city's inventory or general fund.

- (7) Name or type of gift Nine (9) Scoreboards

- (8) Estimated value of gift \$42,116.00 (9) Date of receipt July, 2004

- (10) Name of donor The Blue Cross Blue Shield Association

- (10) Purpose or reason for gift To assist the Bureau of Recreation with additional scoreboards for programming in City of Atlanta Parks.

Signature

Date

Return the completed form to:

City of Atlanta Board of Ethics
68 Mitchell Street, SW, Suite 3180
Atlanta, Georgia 30303
Telephone: (404) 330-6286
Fax: (404) 658-7720
E-mail: ethicsofficer@atlantaga.gov